

## CLAIMS:

We claim:

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- 5 1. A method of transmitting data in a video signal whereby the data is not recorded by particular video recorders, comprising the acts of:
- providing the data;
  - encoding the data;
  - modifying a predetermined part of the video signal by inserting therein the encoded data; and
  - 10 transmitting the modified signal;
  - wherein the predetermined part of the modified signal is not recorded by the particular video recorders.
- 15 2. The method of Claim 1, wherein the predetermined part is in a blanking interval of the video signal.
- 20 3. The method of Claim 2, wherein the predetermined part is also below a selected voltage level.
- 25 4. The method of Claim 1, wherein the predetermined part is above a predetermined frequency.
- 30 5. A method of receiving data encoded in a modified video signal wherein the data is not recorded by particular video recorders, comprising the acts of:
- receiving the modified video signal;
  - transmitting the video portion of the modified signal;
  - extracting the encoded data from the modified video signal; and

decoding the extracted data.

6. An encoder for transmitting data encoded in a video signal whereby the data is not recorded by particular video recorders, comprising:

an input video terminal for receiving a video signal;

an input data terminal for receiving the data;

a sync separator coupled to the input video terminal;

encoding circuitry coupled to the data input terminal and the sync separator, thereby to encode the data; and

a summer coupled to the encoding circuitry and the input video terminal, and outputting the video signal having a predetermined part thereof modified by the encoded data;

wherein the predetermined part of the modified video signal is not recorded by the particular video recorder.

7. The encoder of Claim 6, wherein the predetermined part is in a blanking interval of the video signal.

8. The encoder of Claim 7, wherein the predetermined part is also below a selected voltage level.

9. The encoder of Claim 6, wherein the predetermined part is above a predetermined frequency.

10. A decoder for receiving data in a modified video signal wherein the data is not recorded by particular video recorders and is encoded into a predetermined portion of the video signal, comprising:

5       a video input terminal for receiving the modified video signal;

      a video output terminal coupled to the input terminal;

10       extraction circuitry having an input terminal coupled to the video input terminal and which extracts the data from the predetermined portion of the modified video signal; and

      a data output terminal coupled to the extraction circuitry to output the extracted data.

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